



KSHB-TV

ORDER

Flight Dates 11/02/12-11/06/12

Contract / Revision 316542 / MO-US SEN TODD AKIN-2012

Original Date / Revision 11/01/12 11/01/12 Agency Com 15%

Billing Contact

Advertiser Akin / Republican / Senate

7669 Stagers Loop
Delaware, OH 43015

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:10:00

Estimate # 3198

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	28	\$5,992.50	\$7,050.00	0.00	10/29/12	11/06/12	28	\$5,992.50	\$7,050.00
Totals	28	\$5,992.50	\$7,050.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	11/02/12	11/06/12	Today Show Today Show	CM	7-9a	MT--F--	:30	4	\$750.00	FX	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	MT--F--			4		\$750.00		0.00			
N 2	KSHB	11/02/12	11/06/12	Today Show II Today Show II	CM	9-10a	-2--2--	:30	4	\$300.00	P-1	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-2--2--			4		\$300.00		0.00			
N 3	KSHB	11/02/12	11/04/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$225.00	P-1	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1		\$225.00		0.00			



KSHB-TV

Print Date: 11/01/12

Page 2 of 2

Contract / Revision **316542** Flight Dates **11/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:10:00

Advertiser **Akin / Republican / Senate** Product **MO-US SEN TODD AKIN-20** Estimate # **3198**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	11/02/12	11/04/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
N 5	KSHB	11/02/12	11/04/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$400.00		0.00			
N 6	KSHB	11/02/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	2---2--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	2---2--					4	\$175.00		0.00			
N 7	KSHB	11/02/12	11/05/12	M-F 12-1p M-F 12-1p	CM	12-1p	2---2--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	2---2--					4	\$100.00		0.00			
N 8	KSHB	11/02/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	2---2--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	2---2--					4	\$100.00		0.00			
N 9	KSHB	11/02/12	11/05/12	M-F 2-3p M-F 2-3p	CM	2-3p	2---2--	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	2---2--					4	\$100.00		0.00			
N 10	KSHB	11/02/12	11/06/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	MT--F--	:30	1	\$75.00	FX	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	MT--F--					1	\$75.00		0.00			
Totals													28	\$7,050.00	